

WHAT IS CLAIMED IS:

- 1 1. A system for purchasing customized capital equipment in an
2 online marketplace environment, the system comprising:
3 a business-to-business exchange web page including basic
4 product information for a plurality of capital equipment products;
5 at least one link included in the exchange web page for
6 punching through from the exchange web page to a product provider web
7 page;
8 means for presenting a price quotation for a capital
9 equipment product; and
10 an acceptance module configured for enabling acceptance of
11 the price quotation at the exchange web page.
- 1 2. The system of claim 1, wherein the capital equipment
2 products include medical equipment systems.
- 1 3. The system of claim 1, wherein the price quotation is
2 generated by a product provider.
- 1 4. The system of claim 1, wherein the price quotation is
2 generated using a product configurator.
- 1 5. The system of claim 1, wherein the price quotation is based
2 on unique customer requirements.
- 1 6. The system of claim 1, wherein the product provider web
2 page includes means for receiving customer requirements for the capital
3 equipment product.
- 1 7. The system of claim 1, further comprising means for
2 communicating the price quotation acceptance to a product provider.

1 8. The system of claim 7, wherein the means for
2 communicating includes means for triggering a price quotation acceptance
3 at the product provider web page.

1 9. The system of claim 7, wherein the means for
2 communicating includes means for sending a notification to the product
3 provider

1 10. The system of claim 1, wherein the at least one link is a
2 hyperlink to the product provider web page.

1 11. The system of claim 1, further comprising means for
2 automatically eliciting purchaser requirements for use in generating the
3 price quotation.

1 12. A system for allowing purchases of customized capital
2 equipment in a marketplace environment, the system comprising:
3 a business-to-business exchange web page including basic
4 product information for at least one product and at least one link to a
5 product provider web page;
6 means for presenting a price quotation from a product
7 provider at the exchange web page; and
8 means for accepting the price quotation at the exchange web
9 page.

1 13. The system of claim 12, wherein the product is a medical
2 equipment system.

1 14. The system of claim 12, wherein the customized price
2 quotation is generated by a product provider.

1 15. The system of claim 12, wherein the price quotation is
2 generated using a product configurator.

1 16. The system of claim 12, wherein the customized price
2 quotation is based on unique customer requirements.

1 17. The system of claim 12, wherein the exchange web page
2 includes means for receiving customer requirements for use in generating
3 the customized price quotation.

1 18. The system of claim 12, further comprising means for
2 communicating the acceptance to the product provider.

1 19. The system of claim 18, wherein the means for
2 communicating includes triggering a price quotation acceptance at the
3 product provider web page.

1 20. The system of claim 18, wherein the means for
2 communicating includes means for sending a notification to the product
3 provider.

1 21. The method of claim 18, further providing automatically
2 generating a series of questions designed to elicit purchaser requirements
3 and displaying the questions to a purchaser.

4 22. A method for purchasing customized capital equipment
5 products in an electronic marketplace, the method comprising:
6 viewing basic product information for a plurality of capital
7 equipment products at a business-to-business exchange;
8 providing customer specifications for a customized capital
9 equipment product to a product provider;

10 viewing a price quotation for the customized capital
11 equipment product; and
12 accepting the price quotation at the business-to-business
13 exchange.

1 23. The method of claim 22 wherein the customized capital
2 equipment product is a medical system.

1 24. The method of claim 22, wherein the step of viewing basic
2 product information comprises viewing a business-to-business exchange
3 web page using a web browser.

1 25. The method of claim 22, further comprising punching
2 through to a product provider web page.

1 26. The method of claim 22, wherein the step of providing
2 customer specifications comprises answering a series of questions
3 regarding customer requirements.

1 27. The method of claim 26, wherein at least a portion of the
2 questions may be answered at the provider web page.

1 28. The method of claim 22, wherein viewing the price quotation
2 takes place at the exchange web page.

1 29. The method of claim 22, further comprising communicating
2 the acceptance to the product provider.

1 30. The method of claim 29, wherein communicating the
2 acceptance includes triggering an acceptance at the product provider web
3 page.

1 31. The method of claim 29, wherein communicating the
2 acceptance includes sending a notification to the product provider.

1 32. The method of claim 29, further providing automatically
2 generating a series of questions designed to elicit purchaser requirements
3 and displaying the questions to a purchaser.

4 33. A method for enabling purchases of customized capital
5 equipment in a marketplace environment, the method comprising:
6 displaying basic product information for a plurality of
7 products at a business-to-business exchange web page;
8 providing at the exchange web page a link to a price
9 quotation for a capital equipment product; and
10 receiving an acceptance of the price quotation at the
11 exchange web page.

1 34. The method of claim 33, further comprising communicating
2 the acceptance to a product provider.

1 35. The method of claim 34, wherein communicating the
2 acceptance comprises triggering an acceptance at a product provider web
3 page.

1 36. The method of claim 34, wherein communicating the
2 acceptance comprises sending a notification to the product provider.

1 37. The method of claim 33, wherein the price quotation is
2 generated by a product provider.

1 38. The method of claim 33, wherein the price quotation is
2 generated using a product configurator.

1 39. The method of claim 33, wherein the price quotation is
2 based on unique customer requirements.

3 40. The method of claim 33, further providing automatically
4 generating a series of questions designed to elicit purchaser requirements
5 and displaying the questions to a purchaser.

1 41. A method for enabling purchases of customized capital
2 equipment in a marketplace environment, the method comprising:
3 displaying basic product information for a capital equipment
4 product at a business-to-business exchange;
5 providing at the exchange a link to a customized price
6 quotation for a capital equipment product;
7 receiving an acceptance of the price quotation at the
8 exchange; and
9 communicating the acceptance to a product provider.

1 42. The method of claim 41, wherein the price quotation is
2 generated by a product provider.

1 43. The method of claim 41, wherein the price quotation is
2 generated using a product configurator.

1 44. The method of claim 41, wherein communicating the
2 acceptance comprises triggering an acceptance at a product provider web
3 page.

1 45. The method of claim 41, wherein communicating the
2 acceptance comprises sending a notification to the product provider.